



North Carolina Health and Wellness Trust Fund Tobacco-Free Colleges Initiative

Quarterly Report (Q2, Y2) April 1 — June 30, 2007

Prepared for:
North Carolina Health and Wellness Trust Fund



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Table of Contents

A.	Summary and Recommendations	1
B.	Background	3
C.	Methods.....	4
D.	Summary of Quarter Activities.....	5
	1. Outcomes	5
	2. Program Development.....	11
	3. Special Grants	17
	4. Barriers	19
E.	Appendices.....	20

A. Summary and Recommendations

A.1. Overview

The Health and Wellness Trust Fund (HWTF) Tobacco-Free Colleges Initiative began its second year of operation in January 2007. The initiative involves 20 grantees in activities to promote tobacco-free policy adoption and cessation on over 50 campuses across North Carolina.

This report highlights grantee outcomes and activities for Quarter 2 of Year 2 of the initiative (Q2,Y2: April-June 2007). General findings for Q2 are as follows:

- Grantees worked on a total of 56 college campuses across the state.
- Grantee activities in the areas of coalition development, new policies under consideration, and efforts to garner support from college officials are following a normal pattern of program development, with a high intensity of activity in these areas reported at the beginning of the grant, followed by a natural decrease over time as coalitions and support are established.
- While no new 100% tobacco-free campus policies were adopted during Q2, five tobacco-related policies were adopted and three 100% tobacco-free campus policies formally underwent consideration for adoption on three campuses.

A.2. Key Outcomes and Program Accomplishments

Policy Adoption

- Five new tobacco-related policy adoptions occurred during Q2, including four tobacco-free policies adopted by off-campus areas frequented by youth, and one policy adopted by a campus organization prohibiting tobacco industry sponsorship.

Building Support

- Four new policies underwent consideration by college officials during Q2, including three 100% tobacco-free campus policies under consideration at Wilson Technical Community College, Mitchell Community College, and Catawba Valley Community College.
- Fifty-two college officials, campus organizations, and individuals (i.e., staff, faculty, student leaders) offered formal support for campus policy initiatives. Five grantees also collected 1,393 signatures showing support for campus policies.
- Grantees reported 146 meetings/presentations and 24 media messages to build support for campus policy initiatives. Both the number of meetings/presentations and media messages to promote policies decreased in Q2 compared to Q1. Two factors contributing to this difference include exam and summer schedules in Q2, and heightened grantee activity around the three 100% tobacco-free campuses policies adopted in Q1.

Coalition Development

- Two new tobacco use prevention coalitions were established at Mitchell Community College and Catawba Valley Community College. At the end of Q2, four Planning grantees were working to develop coalitions on 10 remaining campuses.

Quitline Promotion

- Grantees conducted 63 Quitline NC promotions (e.g., campus-wide events, presentations at meetings) during Q2. This is similar to the number of promotions reported last quarter.
- Five grantees reported six meetings with campus-based health providers to promote Quitline NC fax referral service utilization.
- One grantee (ALA of NC) reported one *Freedom from Smoking* clinic, including seven participants, held by ALA-trained facilitators at Fayetteville Technical Community College.

A.3. Key Barriers to Program Activities

- Seventy percent of all grantees reported difficulty scheduling meetings/events or establishing campus contacts due to exams and summer vacation schedules.
- Eight planning and implementation grantees reported barriers related to lack of staff time and/or challenges with hiring and orientating new staff.
- Other top barriers reported include college systems-level issues (e.g., new Chancellor) and issues related to media/promotional materials (e.g., difficulty getting media coverage).

A.4. Recommendations for Program Development and Improvement

- HWTF may consider using their media vendor to work with grantees on using campus and non campus-based media to promote policy initiatives and Quitline NC on and off campuses.
- Grantees should continue to provide ongoing follow-up with college officials and coalition members on campuses now considering 100% tobacco-free or comprehensive policies.
- Relevant grantees should continue efforts to develop coalitions on the ten remaining campuses without tobacco use prevention coalitions.

B. Background

In January 2006, the North Carolina (NC) Health and Wellness Trust Fund (HWTF) awarded \$1.6 million in grant funding to promote tobacco use prevention and cessation among young adults on NC college campuses. Grants were awarded to 20 organizations including colleges, community colleges, and health departments (See Appendix 1 for list of grantees, colleges, and counties covered). These organizations work towards developing coalitions, advocating for campus tobacco-free policies, and promoting Quitline NC on campuses across the state.

Two types of grants were originally awarded by the HWTF for the Tobacco-Free Colleges Initiative: Planning and Implementation grants. One Planning grant and one Implementation grant were later re-categorized as Special grants [i.e., Survivors and Victims of Tobacco Empowerment (SAVE) and the American Lung Association of NC (ALA)].

In total, ten Planning grants, eight Implementation grants, and two Special grants were awarded. Three of these grantees (2 Planning and 1 Implementation) work on multiple campuses. Primary short-term and intermediate outcomes for each type of grant are as follows:

- Planning grants aim to establish campus coalitions and build support for campus policy initiatives;
- Implementation grants aim to strengthen campus coalitions, build support for campus policies, and advocate for the adoption of tobacco-free policies on campus; and
- Special grants aim to assist other College grantees and non HWTF-supported campuses across the state in their areas of expertise (i.e., survivor advocacy, cessation).

All three types of Tobacco-Free College Initiative grantees also focus on promoting the use of Quitline NC to young adults on college campuses.

The UNC Tobacco Prevention and Evaluation Program (TPEP) conducts the outcomes evaluation for the HWTF Tobacco-Free Colleges Initiative. The purpose of this evaluation is to demonstrate the effectiveness of the initiative at reaching its desired outcomes and to make recommendations for program improvement. The evaluation team is responsible for collecting baseline and monthly progress data from grantees using a web-based tracking system, as well as analyzing and disseminating results.

C. Methods

The following quarterly report summarizes the outcomes, progress, and activities of Tobacco-Free College Initiative grantees during the period of April 1 – June 30, 2007 (Q2, Y2).

Data were collected from all Planning and Implementation grantees on a monthly basis using the Colleges Online Reporting and Evaluation System (CORES) developed by UNC TPEP. This system is a revised version of the online Interim Monthly Reporting System used by grantees during Year 1. CORES was implemented for the first time with Planning and Implementation grantees in February 2007. Special grantees (i.e., SAVE and ALA) report directly to UNC TPEP on a quarterly basis using an individualized indicator and reporting system.

Data are collected and reported based on key focus areas and indicators developed by UNC TPEP in collaboration with the HWTF (See Appendix 2 for a list of indicators collected monthly). Indicators are divided into two areas:

- Outcome indicators include policy change and progress towards policy change indicators.
- Program indicators include coalition development, building support for campus policies, Quitline NC promotion, and administrative measures.

The indicators include program activities that lead towards desired short-term, intermediate, and long term outcomes for the initiative, as outlined in the logic models developed for Planning and Implementation grants (See Appendices 3 and 4).

Grantees report their data using established indicator change criteria and reporting procedures outlined in a monthly reporting codebook provided to all grantees. All policy changes (i.e., primary outcome indicators) reported are verified with grantees by UNC TPEP staff via phone or email.

This was the second quarter that Planning and Implementation grantees used CORES for reporting their monthly data. All grantees received training on how to use CORES in late January-early February 2007. Ongoing technical support on CORES was also provided to grantees by UNC TPEP staff as required.

D. Summary of Quarter Activities

Sections D.1 and D.2 summarize Q2 outcome and program development indicator data reported by nine Planning grantees and eight Implementation grantees. One Planning grantee did not submit data for Q2. See Tables 2 and 3 for Q2 and cumulative Y2 indicator changes by type of grant. See Section D.3 for data on Special grants.

D.1. Outcomes

Highlights of Planning and Implementation grantee outcome achievement are reported below:

D.1.a. Policy Adoption

Three grantees reported a total of five tobacco-related policy changes in Q2, including four tobacco-free policies adopted at off-campus areas frequented by young adults and one policy prohibiting tobacco industry sponsorship. These policy changes occurred with either the direct or indirect support of grantees. Figure 1 highlights the types of policies adopted in Q2. Table 1 includes a detailed list of policies, campuses, and grantees involved.

Figure 1. Types of tobacco-related policies adopted in Q2 (n=5)

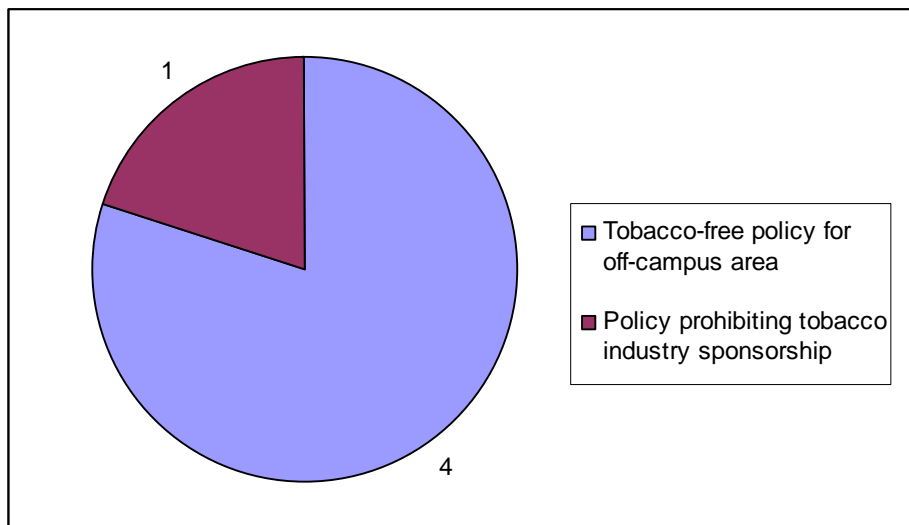
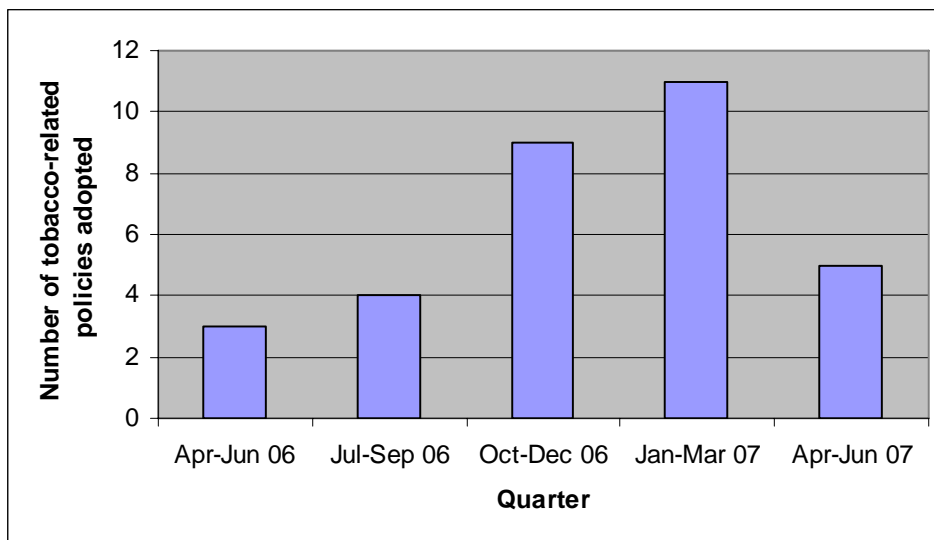


Table 1. List of tobacco-related policies adopted, campuses, and grantees involved in Q2 (n=5)

#	Type of Policy Adopted	Month Adopted	Campus(es)	Grantee	Type of Involvement
1	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Nana San Restaurant</u>	April 2007	Wilkes Community College	Wilkes Community College	Direct
2	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Backstreets Bar/Restaurant</u>	April 2007	Greensboro College, Bennett College, Greensboro Technical Community College, Guilford College	Moses Cone – Wesley Long Community Health Foundation	Direct
3	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>McDonalds (Mt. Airy)</u>	April 2007	Surry Community College	Surry County Health and Nutrition Center	Indirect
4	Tobacco-free policy adopted at off-campus area frequented by young adults: <u>Snickerdoodles Coffeehouse</u>	June 2007	Surry Community College	Surry County Health and Nutrition Center	Indirect
5	Policy implemented by campus organization (UNC Green) prohibiting tobacco industry sponsorship	April 2007	UNC-Greensboro	Moses Cone – Wesley Long Community Health Foundation	Direct

The number of tobacco-related policy adoptions occurring over time as a result of the direct or indirect efforts of Planning and Implementation grantees is shown below (Figure 2).

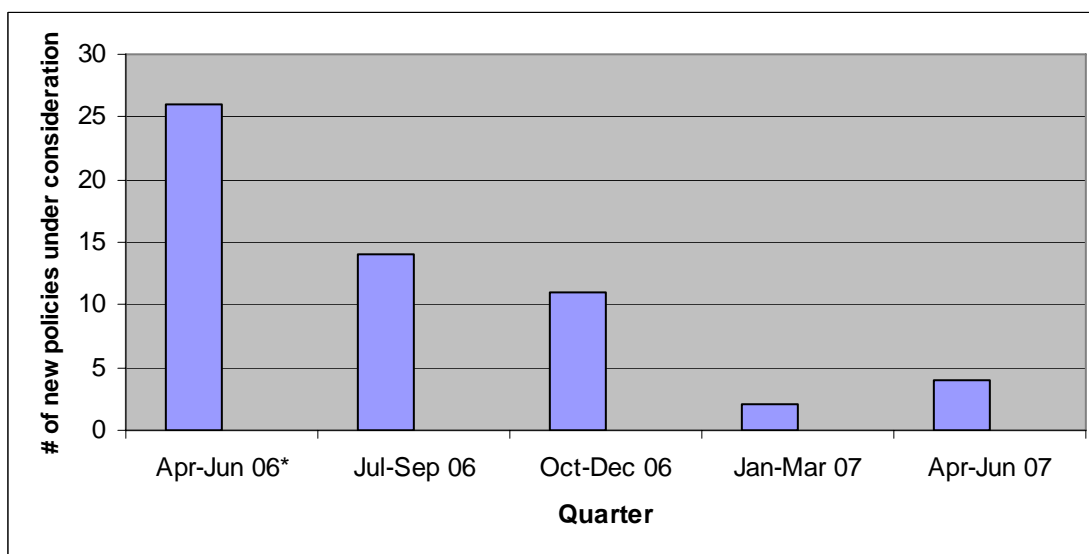
Figure 2. Number of tobacco-related policies adopted over time



D.1.b. Building Support for Policy Change

Two grantees reported four *new* policies that formally underwent consideration by college officials during Q2. These include three 100% tobacco-free campus policies under consideration at Mitchell Community College, Catawba Valley Community College, and Wilson Technical Community College. Wilson Technical Community College will be voting on whether to adopt either a campus building/perimeter policy, or a 100% tobacco-free campus policy in August 2007. Figure 3 highlights new policies under consideration reported over time.

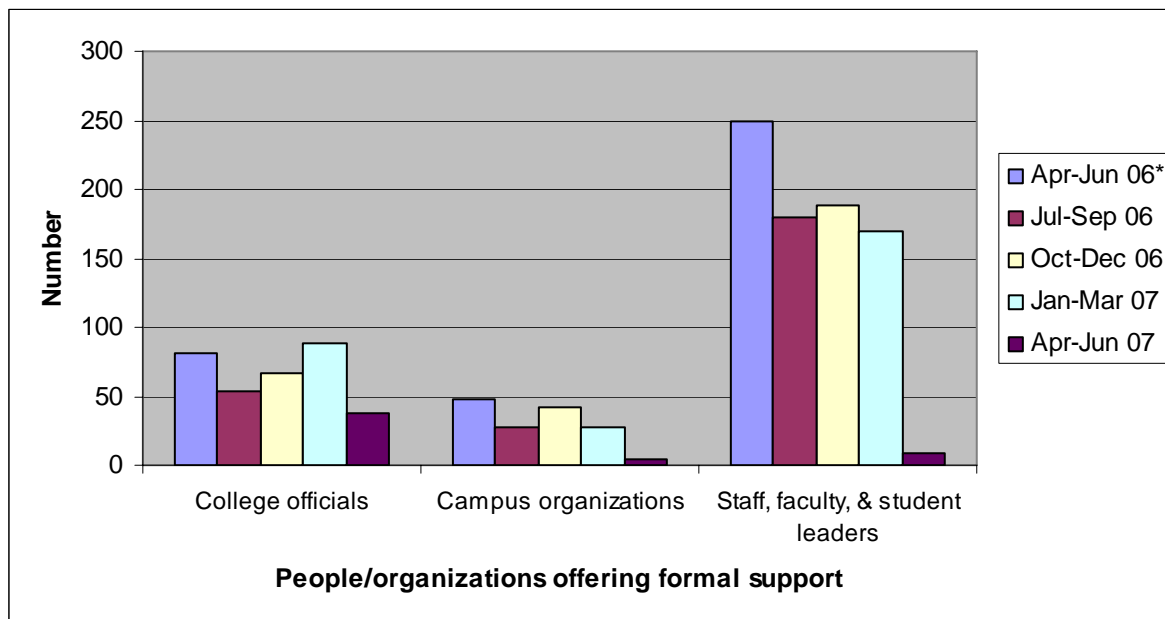
Figure 3. Number of *new* policies under consideration over time



* Includes some policies that went under consideration in Jan-Mar 06.

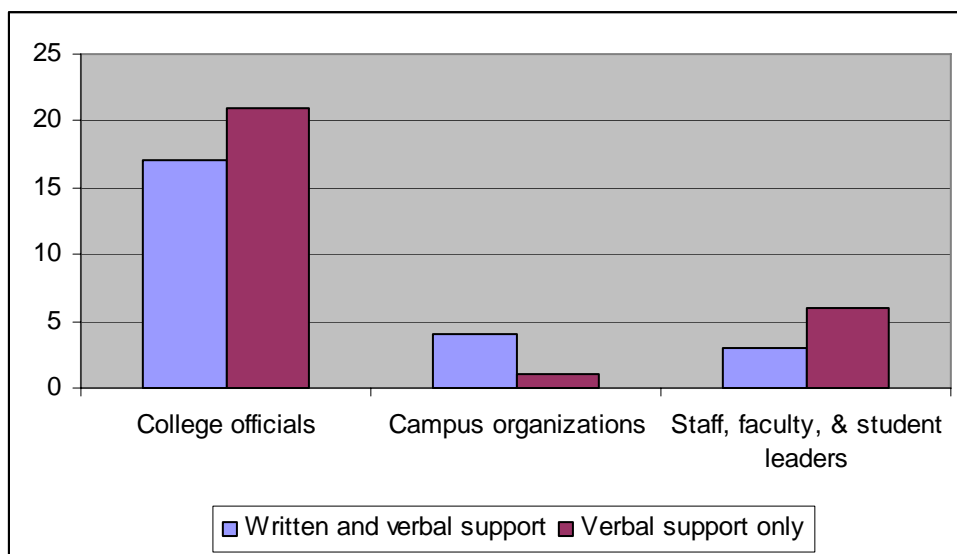
Overall, grantees reported fewer numbers of *new* college officials, campus organizations, and staff/faculty/student leaders offering formal support for campus policy initiatives during Q2 compared to previous quarters (Figure 4). In total, 52 campus individuals and organizations were reported, including 38 college officials, 5 campus organizations, and 9 staff/faculty/student leaders. It is expected that these numbers would decrease over time as grantees have already reported support from key campus groups and individuals in previous months. Forty-six percent of all campus individuals and groups reported provided both written and verbal support (Figure 5). In addition, five grantees collected 1393 signatures showing support for campus policies.

Figure 4. Formal support offered for campus policy initiatives over time



* Includes some people/organizations offering formal support in Jan-Mar 06.

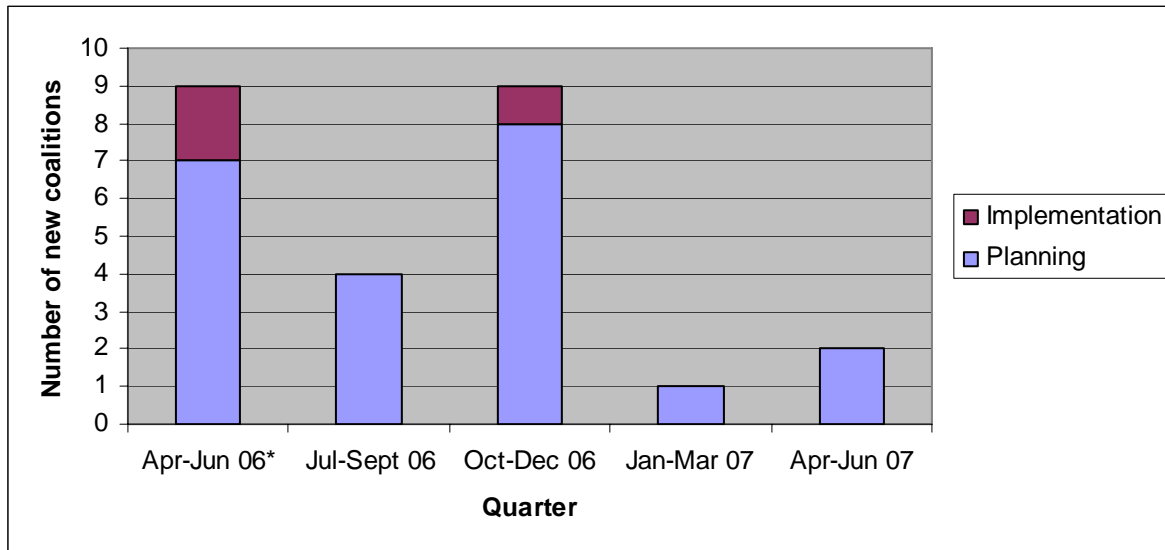
Figure 5. Type of formal support offered in Q2 (n=52)



D.1.c. Coalition Development

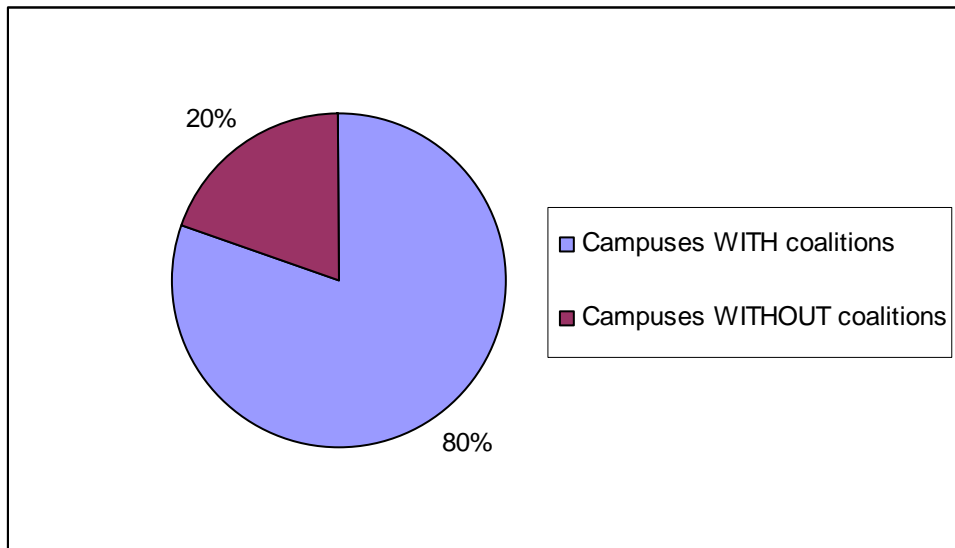
Planning and Implementation grantees are currently working on 51 college campuses across the state. During Q2, two campuses (Mitchell Community College and Catawba Valley Community College) established new tobacco use prevention coalitions (Figure 6). At the end of Q2, four Planning grantees were working to establish coalitions on ten campuses (Figure 7).

Figure 6. Number of new campus coalitions established over time



* Includes some new coalitions established in Jan-Mar 06

Figure 7. Coalition status of HWTF grantee campuses at the end of Q2 (n=51)



D.1.d. Summary of Outcome Indicators

The following table summarizes all Q2 outcome indicators changes reported monthly by Planning and Implementation grantees (Table 2).

Table 2: Summary of Q2 Outcome Indicator Changes

Outcome Indicator	# of Q2 Planning grantees involved (n=9)*	# of Q2 Implem. grantees involved (n=8)	Total # of Q2 indicator changes	YTD indicator changes
Policy Adoption				
# of tobacco-free policies adopted by campus organizations	0	0	0	0
# of tobacco-free policies adopted in <u>campus areas</u>	0	0	0	6
# of tobacco-free policies adopted in <u>off-campus areas</u> frequented by young adults	1	2	4	7
# of policies adopted prohibiting the sale of tobacco products on campus	0	0	0	1
# of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus	0	1	1	2
Building Support for Policy Change				
# of signatures on petitions showing support for campus policy initiatives	1	4	1393	2351
# of <u>college officials</u> offering formal support for campus policy initiatives	2	3	38	127
# of <u>organizations</u> offering formal support for campus policy initiatives	1	2	5	32
# of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives	1	3	9	178
# of policy changes under consideration by college officials	2	0	4	6
Coalition Development				
# of new campus coalitions established	1	0	2	3

* One Planning grantee did not submit data for Q2.

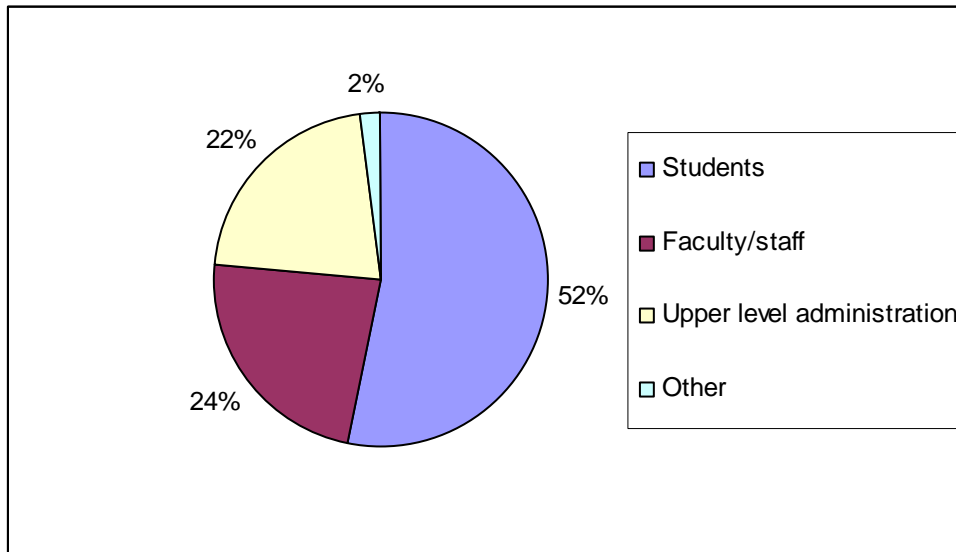
D.2. Program Development

The following section describes program or process-orientated data reported by Planning and Implementation grantees during Q2.

D.2.a. Coalition Development

Grantees recruited 51 new coalition members during Q2, 52% of which were students (Figure 8). Thirty-three percent (17) of the new members represented priority population groups on campus (e.g., freshman, African Americans).

Figure 8. Type of new coalition members recruited in Q2 (n=51)



D.2.b. Building Support for Policy Change

Figure 9 highlights changes in grantee activities that work to build support for campus policy initiatives over time. While almost all grantees reported participating in meeting/presentations, the total number of meetings/presentations to advance campus policies decreased in Q2 compared to Q1 (272 to 146). The high number of meetings in Q1 may be associated with the three 100% tobacco-free campus policies that were adopted during that time. Thirty-four percent of Q2 meetings/presentations were to obtain support for coalition activities and 23% were class presentations (Figure 10).

Figure 9. Number of surveys, petitions, and meetings to build support for campus policies over time

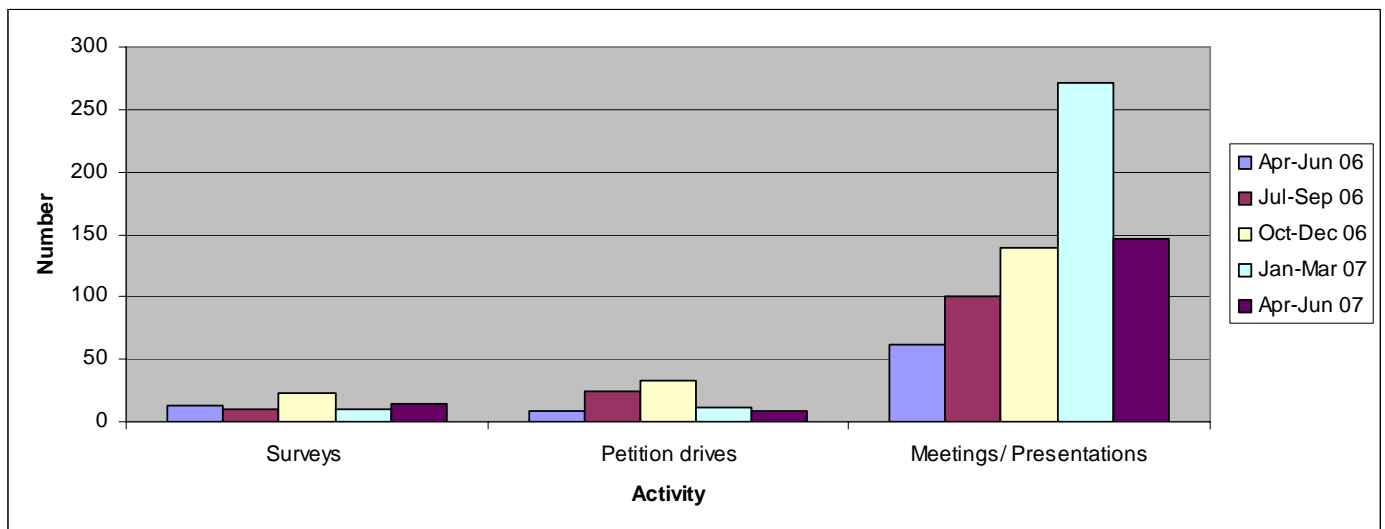
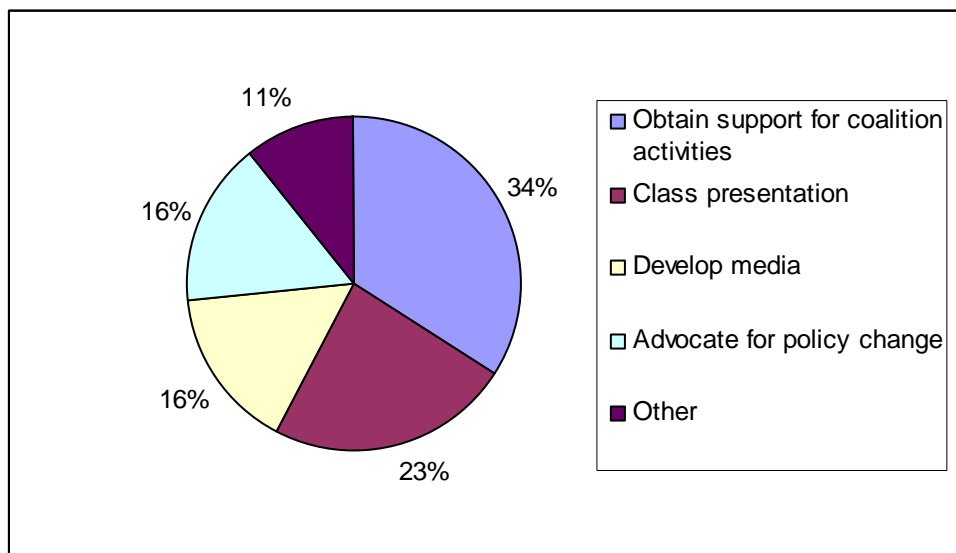


Figure 10. Type of meetings/presentations to advance campus policies held in Q2 (n=146)



The number of earned media messages (i.e., radio, TV, newspaper messages) to promote campus policies decreased in Q2 compared to previous quarters (Figure 11). This difference may reflect increased media attention received by newly adopted 100% tobacco-free campus policies in the past two quarters. The majority of media messages were earned messages published in newspapers (Figure 12). Eighty-eight percent were published or aired via campus-based media outlets (e.g. campus newspaper).

Figure 11. Number of newspaper/radio/TV media messages promoting campus policies over time

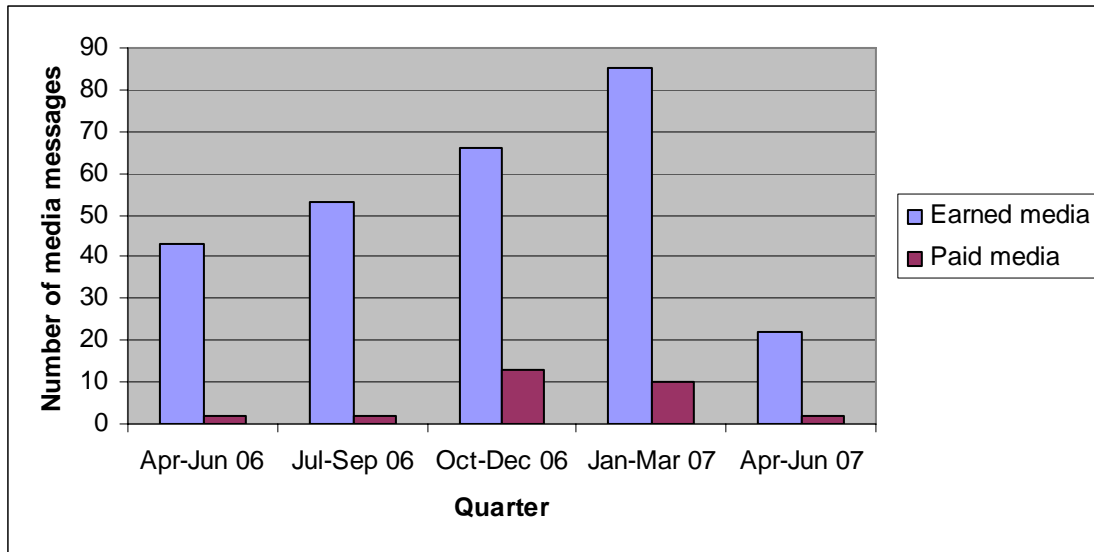
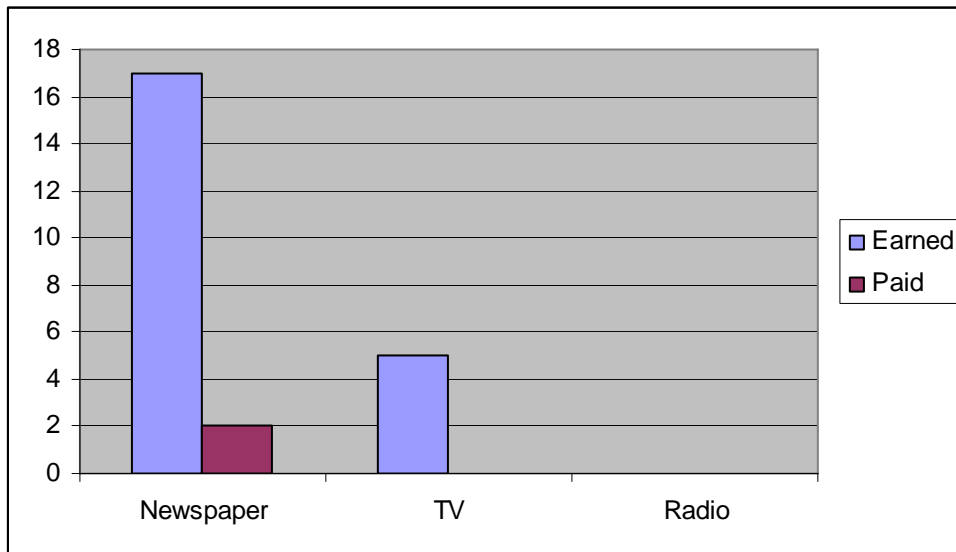


Figure 12. Type of media messages promoting campus policies in Q2 (n=24)

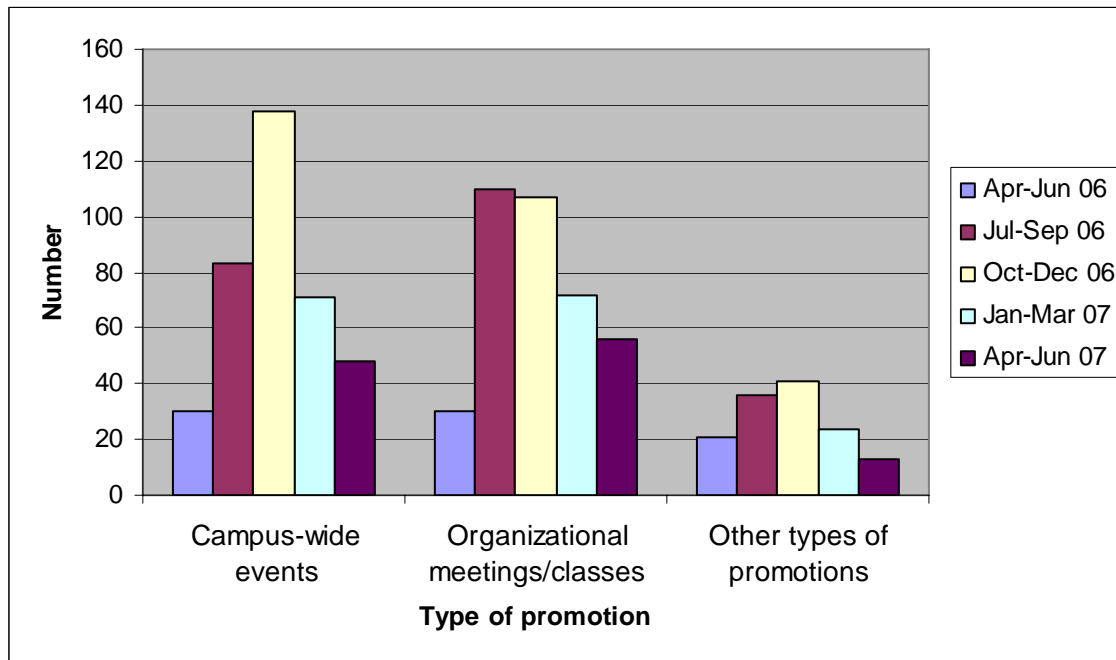


Note: 86% of earned media and 100% of paid media messages were from campus-based media outlets.

D.2.c. Quitline Promotion

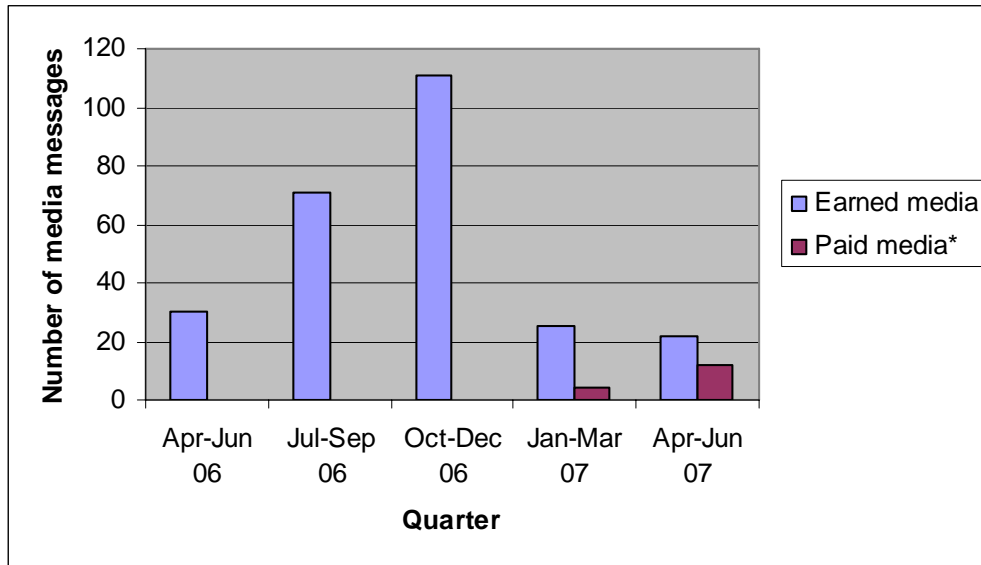
Figure 13 highlights the number and type of Quitline NC promotions conducted by grantees over time. In total, 16 grantees conducted 117 Quitline NC promotions during Q2 including campus-wide events, organizations meetings/classes, and other types of promotions (e.g., bulletin board display, Earth Day activities, community health fairs, website). Thirty-two (27%) of all Quitline NC promotions specifically targeted a priority population on campus (e.g., culinary students, athletes, freshmen, women, African Americans). Five grantees also reported six meetings with campus-based health providers to promote Quitline NC fax referral service utilization.

Figure 13. Number and type of quitline promotions over time



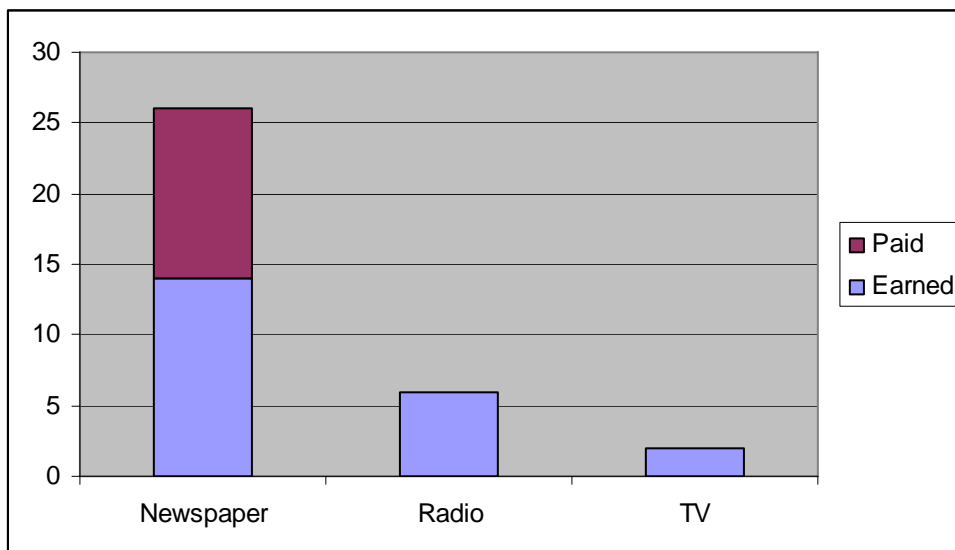
Grantees reported 63 media messages (i.e., radio, TV, newspaper messages) promoting Quitline NC on campuses during Q2, 75% of which were earned. Compared to the end of Year 1, the number of quitline media messages has decreased in both Q1 and Q2 of Year 2 (Figure 14). However, the total number of earned and paid messages is still higher than the number of Quitline media messages reported at the same time last year, suggesting that the time of the year may be related to the intensity of grantee quitline promotions. The majority of messages were distributed via newspapers (Figure 15). Compared to Q1, an increased number of messages (11 or 32%) were from non campus-based media outlets.

Figure 14. Number of newspaper/radio/TV media messages promoting Quitline NC over time



* Paid media indicator only included in Year 2.

Figure 15. Type of media messages promoting Quitline NC in Q2 (n=34)



D.2.b. Summary of Program Indicators

The following table summarizes all Q2 program indicators changes reported by Planning and Implementation grantees (Table 3).

Table 3. Summary of Q2 Program Indicators

Program Indicator	# of Q2 Planning grantees involved (n=9)*	# of Q2 Implem. grantees involved (n=8)	Total # of Q2 indicator changes	YTD indicator changes
Coalition Development				
# of new coalition members recruited	4	4	51	216
# of trainings attended by staff/partners	7	6	18	36
Building Support for Policy Change				
# of surveys completed to assess student tobacco use & attitudes	4	4	14	24
# of petition drives completed to show support for campus policy initiatives	2	3	8	19
# of meetings/presentations to advance tobacco-related policies	8	8	146	418
# of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy initiatives	4	4	22	107
# of <u>paid</u> newspaper/radio/TV messages promoting support for campus policy initiatives	0	1	2	12
Quitline Promotion				
# of Quitline promotions	8	8	117	284
# of <u>earned</u> newspaper/radio/TV messages promoting Quitline	4	2	22	47
# of <u>paid</u> newspaper/radio/TV messages promoting Quitline	2	2	12	16
# of meetings/presentations to promote Quitline fax referral system among health services providers	2	3	6	23
Administrative				
# of new staff hired with grant funds	1	2	3	5
# of meetings with elected state/government leaders to promote HWTF and coalition initiatives	2	1	4	8

* One Planning grantee did not submit data for Q2.

D.3. Special Grants

The HWTF Tobacco-Free Colleges Initiative funds two Special grants: Survivors and Victims of Tobacco Empowerment (SAVE) and the American Lung Association of NC (ALA). Highlights of Special grant activities during Q2 are summarized below:

D.3.a. Survivors and Victims of Tobacco Empowerment (SAVE)

SAVE provided services to the following three campuses in three counties during Q2 (Table 4). SAVE worked with two of these campuses for the first time since the start of the initiative.

Table 4. Colleges served by SAVE in Q2

#	Colleges served	County (Campus location)	College supported by HWTF Planning or Implementation grantee?
1	NC A & T University	Guilford	Yes – NC A & T University
2	Johnson & Wales University	Mecklenburg	Yes -- Mecklenburg County Health Dept.
3	Catawba Valley Community College	Alexander	Yes -- Mecklenburg County Health Dept

SAVE also reported the following Q2 activities:

- Two events attended involving informal talks with students;
- One meeting/presentations focused on advocating for campus policy initiatives;
- Two Quitline NC promotions; and
- Two staff trainings attended (four SAVE staff/members trained).

Barriers include delays in student intern activities due to exams and summer vacations.

D.3.b. American Lung Association of North Carolina (ALA)

ALA provided services to the following nine campuses during Q2 (Table 5). ALA worked with one of these campuses for the first time since the start of the initiative (NC A & T University):

Table 5. Colleges served by ALA in Q2

#	Colleges served	HBCU?	College supported by HWTF Planning or Implementation grantee?
1	NC A & T University	Yes	Yes – NC A & T University
2	Fayetteville State University	Yes	Yes -- Fayetteville State University
3	North Carolina Central University	Yes	Yes -- North Carolina Central University
4	Elizabeth City State University	Yes	Yes -- Elizabeth City State University
5	Winston-Salem State University	Yes	No
6	Shaw University	Yes	No
7	Fayetteville Technical Community College	No	No
8	Forsyth Technical Community College	No	No
9	Wake Technical Community College	No	No

ALA also reported the following activities during Q2:

- Eight meetings to provide technical assistance;
- One meeting/presentation to advance campus tobacco policies;
- One *Freedom From Smoking* (FFS) clinic held at Fayetteville Technical Community College (7 participants);
- Three students (18-24) accessing FFS On-line;
- One Quitline NC promotion;
- One training attended by staff; and
- Hired college intern to assist with grant and communicate with campuses.

Barriers include exam/graduation schedules and changes in campus staff.

D.4. Barriers

All HWTF Tobacco-Free College Initiative grantees are asked to report their top three barriers to effective program implementation. Planning and Implementation grantees provided the following responses in Q2 (See Section D.3 for Special grant barriers):

- 67% (12) reported difficulty scheduling meetings/events, or establishing campus contacts (many due to exam/summer schedules);
- 44% (8) reported lack of staff time and/or challenges hiring new staff;
- 33% (6) reported college systems-level issues (e.g., new Chancellor, low enrollment, no health center on campus, college officials uncertain about ability to endorse policy; college office not completing Monthly Expense Report [MER] correctly);
- 28% (5) reported issues related to media or promotional materials (e.g. development of materials, purchasing quitline giveaways for campus events, difficulty getting media coverage);
- 17% (3) reported issues related to grant management/administration (e.g., “unable to purchase program supplies”, “The switch from UNC to HWTF for approvals, etc. will be an administrative reminder each time the grant is worked with”, “Uncertain about new RFA for grant and future funding...uncertainty about when free NRT program will begin..”);
- 17% (3) reported lack of student interest on campus;
- 11% (2) reported resistance to policy change by college officials and/or faculty;
- 11% (2) reported challenges with survey implementation (e.g., low response rate); and
- 22% (4) reported some other type of barrier (e.g., high percentage of smokers on campus, recent NC smoke-free legislation that did not pass, store owners not receptive to smoking cessation activities, unable to attend training due to death in family, no coalition developed).

E. Appendix 1: List of grantees, colleges, and counties covered by Tobacco-Free Colleges Initiative

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Albemarle Regional Health Services	Beaufort County Community College	Beaufort	Beaufort (home county), Hyde, Tyrrell, Washington
	Chowan University	Hertford	
	College of the Albemarle	Pasquotank Chowan, Dare	Pasquotank (home county), Chowan, Dare, Camden, Currituck, Gates, Perquimans
	Edgecombe Community College	Edgecombe	Edgecombe
	Halifax Community College	Halifax	Halifax
	Martin Community College	Martin	Martin
	Pamlico Community College	Pamlico	Pamlico
	Roanoke-Chowan Community College	Hertford	Hertford (home county), Bertie, Northampton
American Lung Association of North Carolina	Elizabeth City State University	Pasquotank	
	Fayetteville State University	Cumberland	
	North Carolina Central University	Durham	
	Shaw University	Wake	
	Winston-Salem State University	Forsyth	
	NC Community Colleges	Statewide: to be determined	Statewide: to be determined
Asheville-Buncombe Technical Community College	Asheville-Buncombe Technical Community College	Buncombe, Madison	Buncombe (home county), Madison
Caldwell Community College and Technical Institute	Caldwell Community College and Technical Institute	Caldwell, Watauga	Caldwell (home county), Watauga
Cleveland Community College	Cleveland Community College	Cleveland	Cleveland
East Carolina University	East Carolina University	Pitt	
Elizabeth City State University	Elizabeth City State University	Pasquotank	
Fayetteville State University	Fayetteville State University	Cumberland	
Lenoir County Health Department	Lenoir Community College	Lenoir, Greene, Jones	Lenoir (home county), Greene, Jones
Mecklenburg County Health Department Mecklenburg County Health	Belmont Abbey College Brookstone College of Business Carolinas College of Health Sciences	Mecklenburg	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
Department (continued)	Davidson College Johnson and Wales University Johnson C. Smith University King's College Mercy School of Nursing Queens University UNC-Charlotte	Mecklenburg	
	Barber-Scotia College	Cabarrus	
	Catawba Valley Community College	Catawba, Alexander	Catawba (home county), Alexander
	Catawba College Livingstone College	Rowan	
	Pfeiffer University	Stanly	
	Stanly Community College	Stanly	Stanly
	Gardner-Webb University	Cleveland	
	Gaston College	Gaston, Lincoln	Gaston (home county), Lincoln
	Lenoir-Rhyne College	Catawba	
	Mitchell Community College	Iredell	Iredell
	South Piedmont Community College	Union, Anson	Jointly chartered to Union & Anson
Wingate University	Union		
Moses Cone~Wesley Long Community Health Foundation	Bennett College Greensboro College Guilford College High Point University UNC-Greensboro	Guilford	
	Guilford Technical Community College	Guilford	Guilford
North Carolina A&T State University	North Carolina A&T State University	Guilford	
North Carolina Central University	North Carolina Central University	Durham	
	Other Historically Minority Colleges and Universities (HMCUs)	Cumberland Forsyth Guilford Mecklenburg Pasquotank Robeson Rowan Wake	

GRANTEE	COLLEGE	COUNTY (campus locations)	COUNTY (populations served) Community Colleges Only
SAVE (Survivors and Victims of Tobacco Empowerment) of NC GASP	Statewide		
Surry County Health and Nutrition Center	Surry Community College	Surry, Yadkin	Surry (home county), Yadkin
UNC-Chapel Hill	UNC-Chapel Hill	Orange	
UNC-Pembroke	UNC-Pembroke	Robeson	
UNC-Wilmington, CROSSROADS	UNC-Wilmington	New Hanover	
Wilkes Community College	Wilkes Community College	Wilkes, Alleghany, Ashe	Wilkes (home county), Alleghany, Ashe
Wilson Technical Community College	Wilson Technical Community College	Wilson	Wilson

Appendix 2: Monthly Program and Outcome Indicators

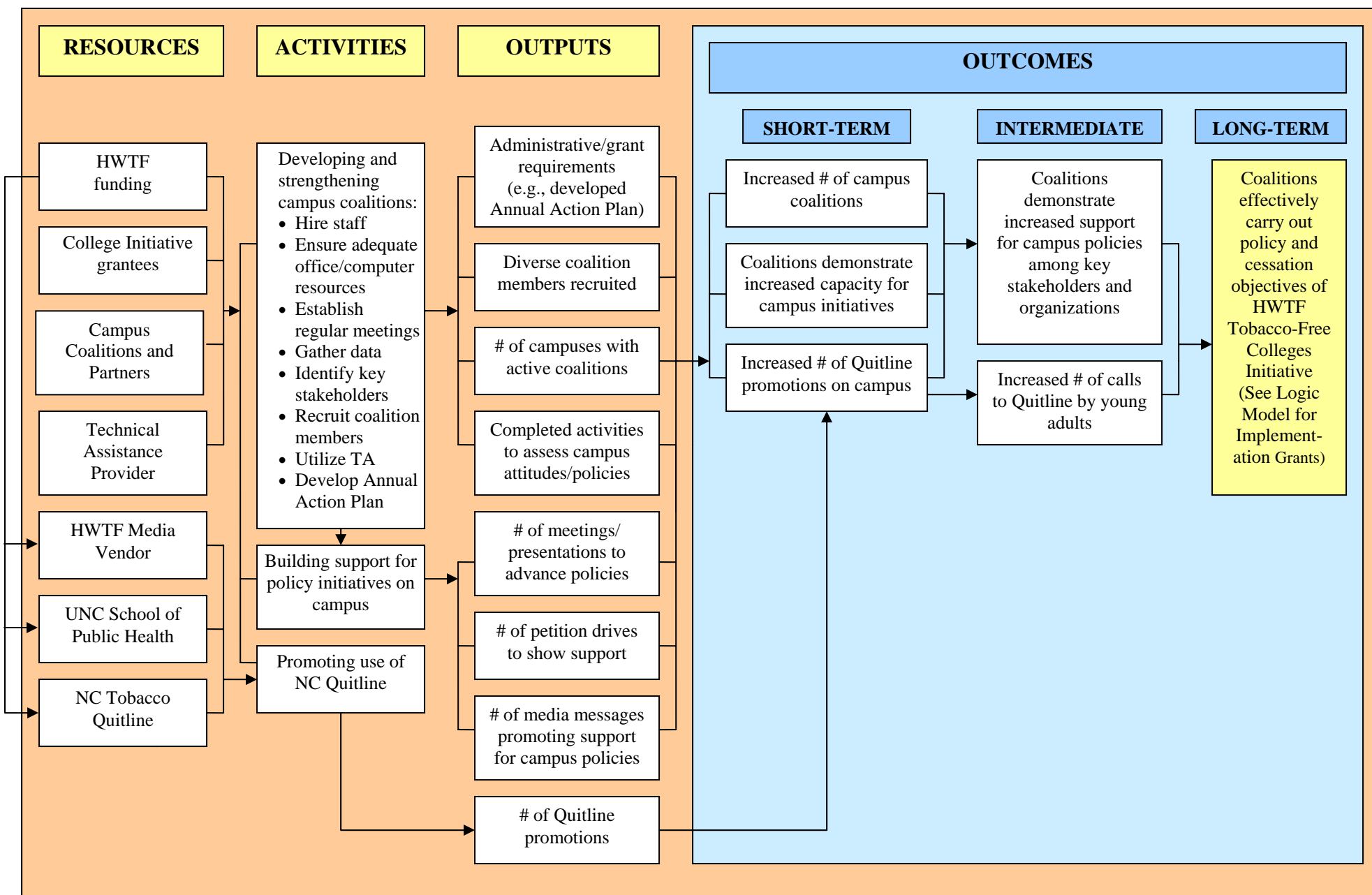
1. Coalition Development
of new coalitions established
of new coalition members recruited
of trainings attended by staff/partners
of staff/partners attending one or more trainings
of surveys completed to assess student tobacco use and attitudes
2. Building Support
of petition drives completed to show support for campus policy initiatives
of signatures on petitions showing support for campus policy initiatives
of meetings/presentations to advance tobacco-related campus policies
of <u>earned</u> newspaper/radio/TV messages promoting support for campus policy initiatives <ul style="list-style-type: none"> • Earned messages from <u>campus-based</u> media outlets • Earned messages from <u>non-campus based</u> media outlets
of <u>paid</u> newspaper/radio/TV messages promoting support for campus policy initiatives <ul style="list-style-type: none"> • Paid messages from <u>campus-based</u> media outlets • Paid messages from <u>non-campus based</u> media outlets
of <u>college officials</u> offering formal support for campus policy initiatives
of <u>organizations</u> offering formal support for campus policy initiatives
of <u>staff/faculty/student leaders</u> offering formal support for campus policy initiatives
of policy changes under consideration by college officials
3. Policy Adoption
of tobacco-free policies adopted by campus organizations <ul style="list-style-type: none"> • Tobacco-free policies adopted by campus organizations representing priority populations
of tobacco-free policies adopted in <u>campus areas</u>
of tobacco-free policies adopted in <u>off-campus</u> areas frequented by young adults
of policies adopted prohibiting the sale of tobacco products on campus
of policies adopted prohibiting tobacco industry advertising, free sampling, & sponsorship on campus

4. Quitline Promotion
of Quitline promotions <ul style="list-style-type: none"> • Campus-wide events • Presentations at organizational meetings, classes, or events • Other types of promotional events • Quitline promotions targeting priority populations
of <u>earned</u> newspaper/radio/TV messages promoting Quitline <ul style="list-style-type: none"> • Earned messages from <u>campus-based</u> media outlets • Earned messages from <u>non-campus based</u> media outlets • Earned messages promoting Quitline targeting priority populations
of meetings/presentations to promote Quitline fax referral system among health services providers
5. Administrative Measures
of new staff hired with grant funds
of meetings with elected state/government leaders to promote HWTF and coalition initiatives

Notes:

- Bolded indicators are outcome-oriented. Non-bolded indicators are process or program-oriented.
- The indicators listed above are those collected on a monthly basis using the web-based reporting system. Additional indicator data for evaluating this initiative are collected throughout the year using other sources (e.g., Annual College Initiative Grantee Assessment, BRFSS, Quitline data, conference call attendance sheets). For a comprehensive list of all HWTF Tobacco-Free Colleges Initiative indicators and desired outcomes, contact UNC TPEP.

Appendix 3: Logic Model for Tobacco-Free Colleges Initiative Planning Grants



Appendix 4: Logic Model for Tobacco-Free Colleges Initiative Implementation Grants

